ABSTRACT OF THE DISCLOSURE

A thread guide device for a sewing machine comprises thread transfer means 10 and threading means. The thread transfer means 10 includes a thread holding portion 30 capable of holding an upper thread, and the upper thread is held in an upper thread holding position by the thread holding portion 30 and is thus transferred to the vicinity of a lower needle eye. The threading means inserts, into the needle eye, the upper thread transferred to the vicinity of the needle eye by the thread transfer means 10. Moreover, the thread transfer means 10 includes holding pressure changing means (a transfer cam 19, a holding pressure switching roller 46, a holding pressure switching operating plate 40, a holding pressure switching adjusting plate 42, a holding pressure switching link 43, a holding pressure switching plate 44) for changing the holding pressure of the thread holding portion 30 during transfer in which the upper thread is to be transferred from the thread holding position to the vicinity of the needle eye and during return in which the upper thread is to be transferred to the vicinity of the needle eye and the thread holding portion 30 is to be then returned to the thread holding position.